Sample Script for Item Presentation
on Consensus Call

Item 3.1

Criteria Requirements – How the applicant determines its patient and other customer market segments and how it determines the requirements, expectations, and preferences of its patient and stakeholders. How the applicant builds relationships with patients and other customers and determines key factors that lead to satisfaction, loyalty, and retention of patients and other customers and to service expansion and sustainability.

Key Factors

1. Key stakeholder groups ..and key requirements
2. Many patients have chronic health problems
3. Mission is to provide residents easy and timely access to high-quality and safe health care services
4. 17% of the market share in its three-county service area
5. Competitors and key collaborators
6. Services to enable care and increase access

Comment Summary

Proposed Strengths

1. (a1) – systematic identification of customer groups, new services developed through deployment of this process (5+)

2. (a2) – multiple methods to listen and learn about stakeholder requirements, feedback across all facilities (3++, 3+).   Rated ++ based on ties to Key Factors and process deployment

3. (a2) – Care Connection Kiosks to identify needs, disseminate information, gather feedback, and provide access to Personal Health Plans (3++, 3+).   Rated ++ based on ties to Key Factors and learning

4. (a2) – information from partners gathered and used to strengthen relationships and is used as inputs to Strategic Planning Process (2+)

5. a(3) – methods for understanding key customer needs and requirements kept current. Requirements then embedded in service design and delivery (4+)

Strengths not used:

All were included.

Proposed OFIs

1. (a1) – not clear how local competitor data is used to identify patients and other customers. (4-)

2. a(2) – not clear how information for current and former patients is used for marketing, process information, and new business opportunities to better satisfy patient needs and desires. (3-)

3. a(2) – not clear if listening and learning methods vary for different customer groups. (4-)

OFIs not included:

1. a(1) – although school-based clinics have resources, not clear how services for patients outside of schools are planned – conflict with strength 1

2. a(2) – concern about CCKs availability in a rural area? Comment not criteria-based

3. a(3) – systematic process for improvement of listening and learning techniques – conflict with strength 2

Proposed Scoring Range
Proposal of 70-85% scoring range.

Approach: Approaches appear systematic and responsive to multiple requirements of the Item. (70-85%)
Deployment: Approaches are well deployed, with no significant gaps. (70-85%)
Learning: There is also evidence of evaluation and improvement in approaches, such as the new service features developed as a result of using SWST, feedback from the patient advisory Board feeding into the SPP, and development of Second Time Around for elderly customers and, with OFIs being refinements to the processes. (50-65%)
Integration: The new service features are integrated with organizational needs. (70-85%)

Thus, proposing the 70-85% range, with a score of 70%.